

Tracking Hero Button Clicks

Overview

For Google analytics, in order to determine which specific hero items are being clicked on, alternative text needs to be added to the button link. Otherwise, all items will only show the generic “Learn More” text when viewing the data reports.

When adding alt text, try to incorporate the service line, patient name, or any other indicators to help recognize which particular hero item is receiving clicks. This will also help with screen readers and visually impaired users to understand where the button link is taking them. See the following examples of good alt text descriptions, the text must be prefaced with “Feature - (Service Line or Hospital):” in order to easily view traffic data. For henryford.com homepage, the hero will be labeled using only “Feature:”

Examples of hero button labels on service line and hospital pages:

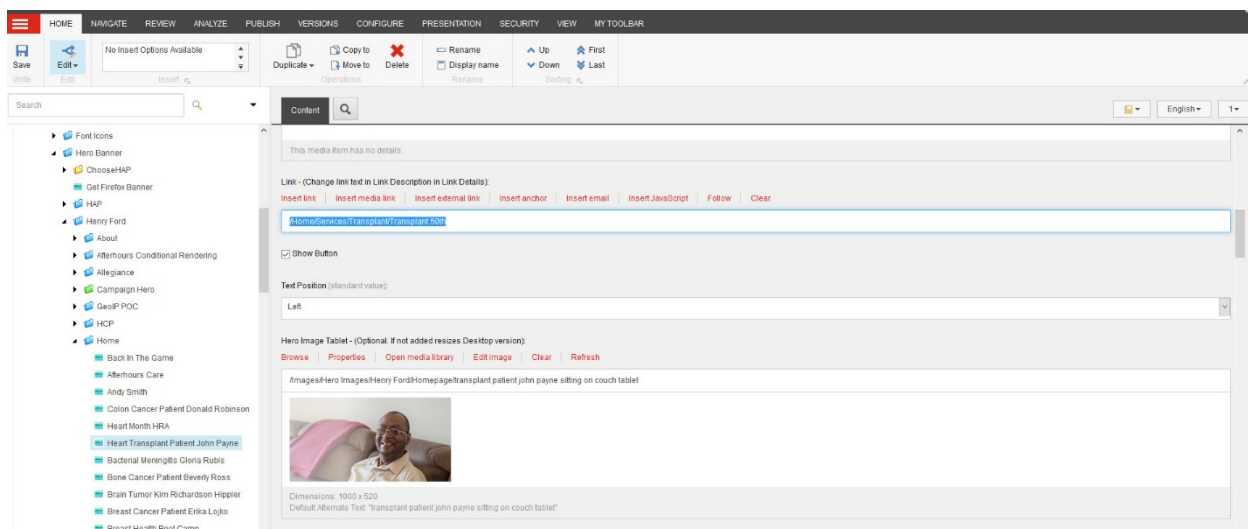
- Feature - Transplant: John Payne's heart transplant
- Feature - Cancer: Colon cancer patient Donald Robinson
- Feature - Same Day Care: Afterhours care services
- Feature - Henry Ford West Bloomfield: Breast cancer patient Erika Lojko

Adding Alt Text to Hero Buttons

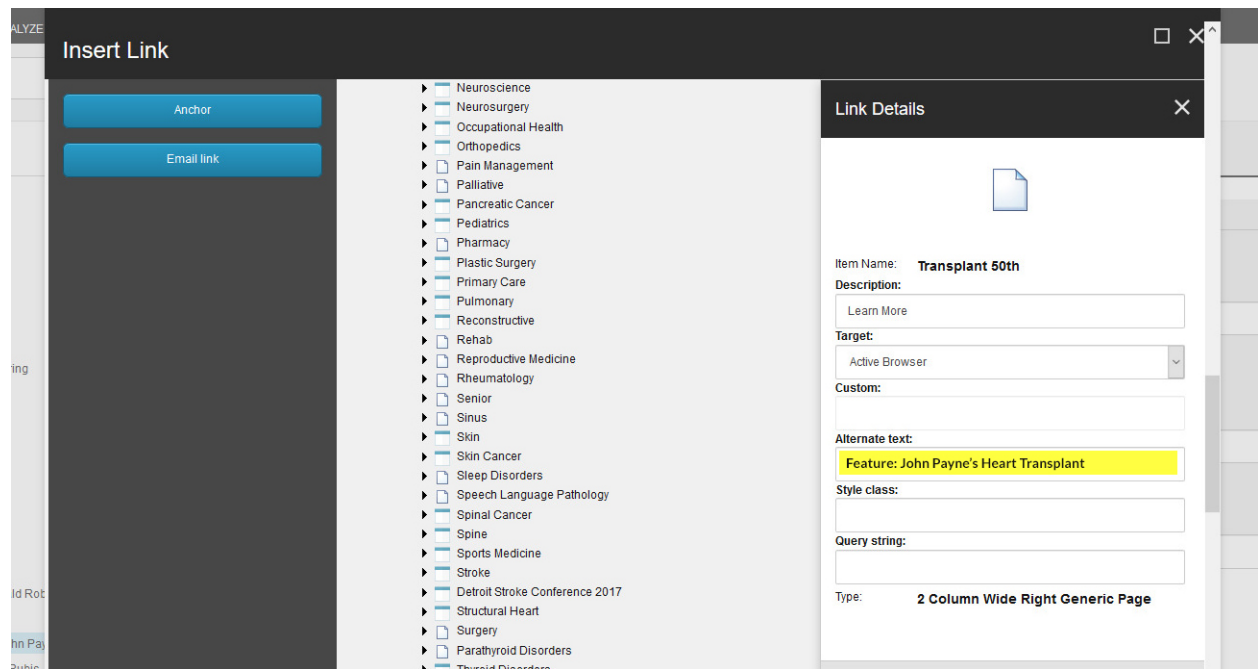
In Sitecore, add alt text to the link details within each hero record. Navigate to Global > Hero Banner > Henry Ford > (select a hero record) > Content Panel > Link > Insert Link (or External Link) > (enter URL details) > Alternate Text field.

Note: The Alternate Text field is different than the Link Description field, which is the short text that should be actually be displayed on the button, in most cases something actionable like, “Learn More”, “View His Story”, “Watch Our Video”, etc.

Hero Content Panel



Hero Panel - Insert Link



Hero Panel - Insert External Link

